

EXHIBIT A

Why Interactive Television

Programmers

Service Providers

Advertisers

Clients

About Ensequence

Deploy hundreds of uniquely branded interactive experiences quickly, affordably and dependably on cable, satellite, telco and connected devices with the Ensequence iTV Manager platform.

iTV MANAGER

Explore our interactive platform

Learn More

Ensequence enables programmers, service providers and advertisers to increase programming ratings, advertising effectiveness and merchandise sales with interactive TV.

Interactive PROGRAMMING

Interactive ADVERTISING

T-COMMERCE

Ensequence Brand Video

News & Updates







RT @Merileepdx: Hiring a Web Services Architect to create scalable web service architectures that evolve the TV experience <http://t.co/G...>

Great Info: #SocialTV @Berly624: My latest article for @eMarketer - Consumers Create Own Social TV Experiences: <http://t.co/SaZiw7o>

RT @endoftelevision: #AppleTV Sales Have Doubled - "We're going

For Programmers






Increase your ratings with more powerful and engaging interactive programming. Clients include:

Learn More

For Service Providers

Differentiate your core video offering and increase your ad revenue with robust interactive services. Clients include:

Learn More

Why Interactive Television

Programming

Advertising

T-commerce

The numbers are in

- 56% of TV viewers are using the internet for video entertainment
- 79% of TV viewers want to interact with televised programming
- 73% of TV viewers want two-way interaction with TV advertising
- 58% of TV viewers want to request free samples during commercials

Source: 2010 Harris survey

News & Updates

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Ensequence Brand Video

Ensequence, the interactive TV company, enables programmers, service providers and advertisers to create and deploy a high volume of uniquely branded interactive television experiences that increase programming ratings, advertising effectiveness and merchandise sales.

ensequence
TV is now again

ensequence
TV is now again

Why Interactive Television

Home : Why Interactive Television

The answer to the question "Why iTV Now" is a simple one.

Interactive television increases programming ratings and advertising revenue, directly impacting your bottom line.

Viewers want to interact with content and control their entertainment experience on every device capable of delivering video—including the television screen. They want to rate video content, post comments, participate with shows through voting and polling and have interactive, two-way conversations with their favorite brands.

For programmers and service providers alike, interactivity doesn't have to be only associated with Web video. You can deliver two-way, interactive experiences today to the biggest screen in the house. Ensequence interactive television connects content to audience, bringing web-like functionality that your viewers have come to expect directly to their televisions.

Interactive TV keeps viewers engaged, increases their enjoyment and generates buzz through social media vehicles like Facebook and Twitter. And advertising is transformed from a passive branding exercise to an active direct response medium—viewers can respond to offers instantly with the click of the remote control. Results can be tracked and measured in real time, bringing web-like metrics and accountability to television.

The US Cable industry has enabled one of the largest interactive platforms available today—Enhanced TV Binary Interchange Format (EBIF)—and it has reached critical mass. The six largest cable service providers, and their cooperative affiliation with Canoe Ventures, have 25 million households "EBIF ready" now, and are aiming to have 40 million EBIF ready by the end of 2011.

But we don't stop with just cable...we work with all existing interactive platforms including satellite and telco, plus emerging connected TV platforms from companies like Samsung and Yahoo!

Let Ensequence help you increase your program ratings, advertising revenue and sell merchandise with the click of a button by delivering interactive advertisements and immersive programming experiences to your audience. Your content and advertisements will be more powerful and engaging than ever before.

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Why Interactive Television | Programmers | Service Providers | Advertisers | Clients | About Ensequence



Service Providers

Products for Service Providers

“ We are getting incremental customers [for our advanced advertising products] that we didn't have previously because they want to buy the capability. And we're getting existing customers to pay us more per spot, therefore getting a premium from existing customers and both of those categories are growing.

Thomas M. Rutledge, Cablevision
COO, CallStreet Report, February
16, 2011

Explore our interactive platform

For Service Providers

For Programmers

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television.

Interactive TV for Service Providers

Home : Interactive TV for Service Providers

For the last decade, Ensequence has been delivering iTV to service providers across the country. Ensequence iTV makes your video offering interactive and your content and local advertising fully immersive experiences. The result is sustainable, product-based competitive differentiation. You'll drive your local ad sales revenue by enabling consumers to respond—on impulse—to an ad, which advertisers will pay a premium for. The same can be done for your cross-channel advertising.

Consider the benefits:

- Move at your own pace. Enable iTV as rapidly and in as much content as you wish.
- Increase Revenue. Boost the value of ad sales and generate new revenue from T-commerce.
- Ready to Deploy. Offer Local Advertisers compelling iTV enhancements that are pre-certified and guaranteed to deploy flawlessly every time.
- Seamless Integration. Effortlessly integrate Ensequence iTV into existing advertising management systems as well as production and playout workflows.
- Maximize iTV Reach. Deliver interactivity across your entire ecosystem.
- Workflow Management. Assign each member of your team as much or as little authority to work on each stage of your interactive television deployment.
- Open Standards. The Ensequence iTV Manager system uses open standards, which gives you maximum flexibility to control implementation, now and in the future. Ensequence supports all applicable CableLabs and SCTE standards to enable interoperability with other market offerings and internal systems.

Ensequence will create a unique interactive experience to your exact specifications, or you can generate the experience yourself using the world-class Ensequence Create® authoring tool.

Software



Services



Why Interactive Television

Programmers

Service Providers

Advertisers

Clients

About Ensequence



Interactive television is an important way to help us deliver even greater value to our distribution partners, advertisers and especially our viewers. By partnering with Ensequence, we have the ability to more easily manage the process on a local level and prepare for a national rollout.

- Jen Robertson, senior vice president, digital media and business development, WE tv & Wedding Central, December 2010

Contact us today to get started with interactive television.

Advertisers

Home : Advertisers

Start a two-way conversation with your target consumers.

Advertisers today are capturing consumers' attention, maximizing advertising spend and demonstrating results with interactive TV advertising. They're pushing the limits of the television advertising experience and optimizing campaigns in fresh and compelling ways. Dynamic targeting, combined with instant metrics and reporting enable advertisers to measure ROI and fine-tune campaigns on the fly.

Consumers are accessing detailed product information, exploring 3D demos and instantly requesting digital vouchers. They're training with and competing against their favorite athletes, and then learning where to buy their gear. Today's viewers are even purchasing products directly using their remote controls.

Ready to get started?

Ensequence develops and stewards interactive campaigns and services on national cable networks across multiple cable and satellite operators — we are focused on solutions that will quickly bring interactivity to the market on a national scale. Ensequence works with individual networks or families of networks to customize what they do with interactivity—in other words, to give them complete creative freedom to deploy uniquely branded ITV experiences that are specifically tailored to their content, messaging and viewers.

Contact us to get started today.



Exhibit A
Page 6 of 8

Why Interactive Television

Programmers

Service Providers

Advertisers

Clients

About Ensequence

About Ensequence

Awards

Management Team

Press Releases

Partners

Careers

Contact Us

News & Updates

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Engage your viewers across every screen



About Ensequence

Home : About Ensequence

Ensequence gives you the reach and branding power of television with the accountability and engagement of digital media. We work with the world's leading advertisers, programmers and service providers to create the most dynamic social and interactive television experiences in the industry.

Ensequence: The smartest way to build an interactive TV business.

Ensequence software and services enable you to build a scalable Interactive TV business, which dramatically increases viewer engagement and advertising revenue. With Ensequence, you can develop and deploy a high volume of interactive TV experiences quickly and affordably. An experience that used to take several months to develop can, in many instances, now be created in a matter of weeks and updated in as little as a few hours—making it not just faster but more affordable. And only Ensequence can deliver these experiences across every platform—cable, satellite, telco, smartphones, tablets and connected TVs.

Powerful software.

Our industry-leading software gives you the ability to create, distribute and measure the results of your interactive TV content. It combines technical power with a highly visual and easy to use environment and gives you the flexibility to build and deploy a wide range of interactive TV experiences—from the simplest to the most advanced.

Award-winning creative services.

Our award-winning Creative Services team guides you through the breadth of interactive television possibilities and helps you determine the most effective and creative ways to engage viewers. Our extensive knowledge of each platform's capabilities makes it possible for us to build the most powerful and innovative experience once and deliver it consistently across every platform.

Turnkey solution.

When you're looking for the easiest way to bring groundbreaking viewing experiences to life, Ensequence offers a full range of professional services. Our team can manage any step of the process. We can produce the experience, manage the deployment, and integrate seamlessly with your existing billing, transactional and fulfillment systems. We fully test each interactive television experience before it goes to air and we provide world-class support around the clock.

Web-like performance metrics.

Our software offers web-like performance metrics and provides customized and standardized reports, enabling you to measure viewer engagement and maximize your return on investment. Viewer behavior metrics allow you to refine your content for even greater effectiveness.

Innovator in interactive television.

Ensequence has been credited with a number of 'firsts' in the industry including the first live interactive television application to be deployed across multiple platforms and the first interactive TV advertising campaign in the United States to enable consumers to make a purchase with their remote control. And we continue to win television's most prestigious awards including a 2008 Emmy for the MLB.TV Mosaic and a 2010 Emmy plaque for the Showtime Sports Interactive experience.

Ensequence. TV is new again.

Site Map | About Interactive Television | Programmers | Service Providers | Advertisers | About Ensequence | Careers | Contact

Exhibit A
Page 7 of 8
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About Ensequence

[Awards](#)

[Management Team](#)

[Press Releases](#)

[Partners](#)

[Careers](#)

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[Home](#) : [About Ensequence](#)

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Name: *

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Your location:

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What is your interest in interactive television?:

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